

**IN THE CLAIMS:**

Claims 1-30 (cancelled)

31. (Currently amended) A ~~disposable~~ disposable beverage container or holder for a beverage container comprising:

an excitable phosphorescent material for emitting light, configured so that the light forms a visible advertising message or promotional message, in a darkened condition, for an ample period of time after excitation by an external energy source, the external energy source being independent of any electrical power supply carried by the beverage container or holder for a beverage container; and  
a reflector located above or below the phosphorescent material.

32. (Cancelled)

33. (Cancelled)

34. (Currently amended) The disposable beverage container or holder for a beverage container according to claim 31 wherein the phosphorescent material is on a substrate having an upper and lower surface, the substrate being ~~which is~~ secured to the container or holder.

35. (Previously presented) The disposable beverage container or holder for a beverage container according to claim 34 wherein the substrate is a flexible sheet material which is adhesively secured to the container or holder.

36. (Previously presented) The disposable beverage container or holder for a beverage container according to claim 31 including a cover over the phosphorescent material through which the advertising message or promotional message is viewed.

37. (Previously presented) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is detachably engaged with the container or holder.

38. (Previously presented) The disposable beverage container or holder for a beverage container according to claim 36 wherein the cover is transparent or translucent.

39. (Previously presented) The disposable beverage container or holder for a beverage container according to claim 38 wherein the cover is given a colour cast to modify the colour of the advertising message or promotional message.

40-43. (Cancelled)

44. (New) The disposable beverage container or holder of claim 34, further comprising a watermark on at least one of said upper and lower surface.

45. (New) The disposable beverage container or holder of claim 31, wherein the reflector comprises a reflector bowl, said reflector bowl being positioned beneath the phosphorescent material and configured to reflect light at least back through said phosphorescent material.

46. (New) The disposable beverage container or holder of claim 34, wherein the substrate includes an attachment means for mounting the substrate onto a surface.

47. (New) The disposable beverage container or holder of claim 46, wherein the attachment means includes a column having a first end attached to said substrate and a second end attached to a base.